

PRESS RELEASE

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THE BARNYARD SHOPPING VILLAGE WELCOMES ELEMENT EARTH CLOTHING BOUTIQUE *New Clothing Boutique Offering 100% Organic, Fashionable and Sustainable Clothing*

CARMEL, CALIF. – May 10, 2007 – Element Earth, a unique fashion clothing boutique dedicated to providing stylish and sustainable clothing for the entire family, will be opening their first store in The Barnyard Shopping Village in Carmel, California on Monday, May 14, 2007.

The idea behind Element Earth is simple: an upscale clothing store that will provide fashionable yet environmentally friendly clothing. "Smart shopping for smart dressing," says Nicholas Kadjevich, owner of Element Earth, and long-time Pebble Beach local. Element Earth is unique to this area, as it will be the only store in Carmel to offer exclusively eco friendly clothing and accessories. The different fabrics featured in their clothing lines, include organic cotton, bamboo, and hemp.

Element Earth will offer a wide variety of fashion from men's boxers, polo shirts, button-down shirts, and ties, to women's blouses, loungewear, sweaters, and accessories. There will also be a line of children's clothing, and pet accessories.

A native of Pebble Beach, Nicholas Kadjevich, and his wife Jennifer, are the idea behind Element Earth. While Nicholas has a strong background in hospitality management and sales, Jennifer has an extensive background in retail that includes opening retail stores, and running a successful, local family retail shop.

Customer Service is a paramount aspect of Element Earth; Nicholas and Jennifer are very willing to special order any item a customer may be looking for. They will also be providing an online store and a toll free phone number for the convenience of out of area customers.

Element Earth is ready to take sustainable clothing to the next level of excellence. Nicholas says, "We want people to know that wearing organic can be fashionable." Currently, this is the only Element Earth retail store, but Nicholas expects the company to grow significantly in the future.

Element Earth will be hosting a grand opening celebration for the community and Barnyard merchants, on Tuesday, May 22, 2007 from 5 – 7 p.m. Element Earth is located at 3708 The Barnyard in the Hatton Barn on the lower level. Hours of operation will be Monday through Saturday from 10 a.m. to 6 p.m. and Sunday from 11 a.m. to 5 p.m. For more information, please contact Element Earth at 831-626-6600 or visit their website at www.elementearthclothing.com. The toll free number is 1-877-EARTH-06.

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About the Barnyard Shopping Village

The Barnyard Shopping Village, built in Carmel in 1976, is a landmark on the Monterey Peninsula, featuring 50 merchants ranging from boutique shops, restaurants, office spaces, salons and art galleries. Owned by SIMA Barnyard, LLC and managed by SIMA Corporation, the Barnyard hosts many open-air events in its courtyards and is a popular meeting place for the community. For more information about the Barnyard Shopping Village visit www.TheBarnyard.com or call 831.624.8886.